



10/527174
JC12 Rec'd PCT/PTC 20 APR 2005

ADVERTISING DEVICE

This device is related to advertising means and designed to attract the attention of potential buyers and consumers of services to the goods of different manufacturers, producers of any goods and wares and organizations rendering a variety of services to the population.

It is known the invention an advertising medium of which represents a disc fitted into the watch, the information carried by this disc attracts the attention and readily remembered (Patent of Switzerland № 675664, cl.G09 F 23/16, publ. on 31.10.90). However the volume of information carried by this disc is considerably limited.

It is known a device comprising a poster placed onto a carrier in form of aerostat for outdoor representation of operative information to a crowd of people. This invention allows to present an information in original manner to a lot of people at once (Patent of RU № 2002314, cl. G 09 F21/00, publ. on 30.10.93). However

setting of information on this device is hard realized, any change of presented information requires a lot of time, both these facts reduce the efficiency of this device.

According to technical nature and obtainable results the claimed device is the closest to a known advertising device which is intended to stimulate a demand for the clothes and goods concomitant to them and comprises a substrate the surface of which is reflective and executed as a flexible mirror of variable curvature. This aim is achieved owing to comic depiction of buyers in advertised clothes (Application RU № 92005154, cl. G 09 F 19/16, publ. on 09.01.95—prototype).

However this mode of advertising can be used only in vicinity of selling places of advertised goods, but not in any place accessible for consumers' survey, for ex. the places of mass meetings, shows or pageantries.

The known device is characterized by limited set of advertising information, lack of attraction, brilliancy and expressiveness while watching it from afar as well as by absence of new remindful methods to bring an advertising information to customers. In addition the known device has no facilities to ameliorate the perception of proposed advertising.

Aim of this invention is to create a new advertising device which can be installed anywhere and possessed of high efficiency, attractiveness, new remindful methods to bring an advertising information to customers and high degree of comic perception of advertising.

This aim is attained by means of the advertising device which is placed in any point of customer field of vision and comprises a reflective substrate made--according to one of the subjects of claimed invention--in form of advertising symbols, the facilities for their distinction by contrast being disposed on the contours of these symbols.

Advertising symbols in new advertising device can:

- have a view of any trade mark or any element of it,
- be represented by any combination of textual, digital or graphical forms.

Facilities of contrast distinction of advertising symbols in the new advertising device may be realized as methods of their presentation to customers and such matters as light, color and medium or as any combination of these matters and methods.

Claimed device can use as reflective substrate:

- structural elements of building objects, for ex. windows, doors, arches, gates, sections of fence,
- objects of small architecture, for ex. basins, advertising posts and posters,
- objects of graphic arts, for ex. leaflets, placards, advertisements, postcards, booklets, calendars,
- identification and individualization means, for ex. information cards of different materials, among them plastic credit cards, visiting cards, lottery tickets,
- packing articles, for ex. packing paper, boxes, packets, big and small bottles,
- decorative elements of clothes and head dresses, jewelry and bijouterie, for ex. buttons, pendants, earrings, bracelets, rings, crowns, diadems,
- articles of domestic utensils and implements, for ex. crockery, towels, carpets, blankets,
- appliances of exterior observation or exterior mounting, for ex. weather-cocks, clocks, locators, dish aerals.

In the structure of claimed device one may include a recording audio player.

Reflecting surface of substrate in the claimed device may be executed as a surface which produces:

- genuine reflection of a customer,
- comical image of a customer,
- lack of reflection part

in those cases the device may comprise:

- recording and displaying video units, the display may be fitted into reflective substrate,
- photographic appliances and camera which can be fitted into reflecting substrate.

Audio and video recorders and camera may be adjusted for automatic start after attaining of specific parameters:

- level of sound, for ex. of laugh,
- lag of time,
- apparition of customer in a spot where his genuine or comical depiction becomes possible.

New advertising device which is installed in customer field of vision and comprises reflective substrate executed in form of advertising symbols, the contours of which being occupied by the means of their contrast distinction, as well as the versions of this device implementation assure the attaining of technical result comprising high efficiency, attractiveness, high degree of comical perception of the advertising as well as new remindful methods to bring the advertising information to customers.

Comparative analysis of claimed advertising device and prototype exposes the distinguishing features of claimed device, which assure its correspondence to the criterion "novelty".

Possibility to use the claimed invention as an advertising mean assures its correspondence to the criterion "industrial applicability".

Claimed invention is presented on fig.1 depicting a general view of new advertising device. According to its useful model this new device, installed in the customer field of vision (1), comprises the reflective substrate (2) which has a form of advertising symbols (3), the facilities for their contrast distinction (4) being disposed on the contours of these symbols.

Advertising symbols (3) may have a view of a trade mark or any element of it and be presented by any combination of textual, digital and graphical forms.

Advertising symbols (3) may be executed as an image of products or object thematically related to them.

Facilities (4) of contrast distinction of advertising symbols in the new advertising device may be realized as methods of their presentation to customers (1) and such matters as light, color and medium or as any combination of these methods and matters. Reflective substrate (2) may represent structural elements of building objects, for ex. windows, doors, arches, gates, sections of fence.

Reflective substrate (2) may represent objects of small architecture, for ex. basins, advertising posts and posters.

Reflective substrate (2) may represent objects of graphic arts, for ex. leaflets, placards, advertisements, postcards, booklets, calendars.

Reflective substrate (2) may represent identification and individualization means, for ex. information cards of different materials among them plastic cards, visiting cards, lottery tickets.

Reflective substrate (2) may represent packing products, for ex. packing paper, packets, boxes, bags, big and small bottles.

Reflective substrate (2) may represent decorative elements of clothes and head dresses, jewelry and bijouterie, for ex. buttons, pendants, earrings, bracelets, rings, crowns, diadems.

Reflective substrate (2) may represent articles of domestic utensils and implements, for ex. crockery, caskets, towels, carpets, blankets.

Reflective substrate (2) may represent appliances of exterior observation or exterior mounting, for ex. weather-cock, clocks, locators, dish aerials.

In the structure of claimed device one may include a recording audio player (5).

Reflective surface of the substrate (2) may be executed as capable to create a genuine reflection (6) of a customer (1).

Reflective surface of the substrate (2) may be executed as capable to create a comical image (7) of a customer(1a).

In the structure of claimed device one may include a video unit (8) which records and displays genuine (6) or comic (7) reflection of customer. The recording part of this unit may be fitted into the reflective substrate.

In the structure of claimed device one may include photographic appliances and camera (9) to take photos of a customer (1) or his (her) comic depiction (7). The camera may be fitted into reflective substrate (2).

Units (5), (8), (9) for audio and video recording and taking of photos may be adjusted to start after attaining to specific parameters which may represent:

- level of sound, for ex. of laugh,
- lag of time,
- apparition of customer in a spot where his genuine (6) or comic (7) depiction becomes possible.

Example of implement

Claimed invention allows to create any advertisement or advertising combination for anyone of advertisers. In particular for the company McDonalds one may use following program where letter "M" can be presented in forms as follows:

- 1. as structural elements of furniture: backs and legs of chairs and benches**
- 2. as appliances of exterior observation or exterior mounting:**
 - weather-cock which is used instead of fixed "M" on the crest of well known picket and equipped with various digital indicators for ex. of time, air pressure and temperature, solar activity etc**
 - weathercock on a road poster of red color which has an yellow inscription "McDonalds" and shows direction and distance to a "McDonalds" cook-shop**
- 3. as decorative elements of head dresses, jewelry and bijouterie:**
 - rings, pendants, bracelets especially crowns and diadems as symbols of royal dignity and indisputably regal service in "McDonalds". This way of advertising is more favorable with atmosphere of cook-shop than of baseball field.**
 - cowboy's hat as attribute of cowboy which is a symbol of USA and red Indian frontlet which underlines the ethnic roots of land of company origin may be decorated with "M" and golden elements of McDonald logotype, the vertical lines of letters "L" and "d" may be transformed into plumes.**

Proposed head dresses and adornments may be used functionally as

- a) souvenirs or prizes during different advertising actions, carnivals and festivals; crowns and diadems may be complemented with red short or long veil.**

b) symbol "M" of different number and size or their combinations on uniform of service personal may reflect rank of person and his duty

4. Structural elements of building objects, for ex. windows, doors, arches, gates, sections of fence.

-Symbol "M" may represent a decoration of a cook-shop door on exterior side of which arises a zoomed out comical reflection of arriving (hungry) guest and on interior a zoomed in one of a (full) guest leaving the cook-shop; at a certain distance from the door an audiorecord of informative or better of amusing character for ex. "If look not quite, eat a bit over satiety!" when a guest enters or "look like a million dollars" when he leaves may be switched on. All this generates the satisfaction and makes agreeable impressions on guests.

Implement above provides the advertising symbols of McDonalds company with distinction, expressiveness, originality and novelty.

Technical result of creation such advertising device are the rise of perception effectiveness of advertising information by customer, augmentation of advertising means and ways accessibility, using of known constructions and products for new advertising designation (two in one), reduction of production and servicing of advertising carriers, increasing of usefulness and longevity, aggravation of attractiveness and expressiveness and combining of audio- and video advertising.

I claim:

- 1. Advertising device placed in a customer field of vision distinguishing by the a reflective substrate executed in form of advertising symbols the contours of which are occupied by the means of their contrast distinction which comprise methods of their presentation to customers and such matters as light, colors and medium or any combination of these methods and matters as well.**
- 2. Advertising device after p.1 distinguishing by advertising symbols which are represented the images of products, any object thematically related with them, trade mark or any element of it.**
- 3. Advertising device after p.1 distinguishing by a reflective substrate representing the products of phytodesigners and florists at artistic design of interiors and garden and park areas, for ex. swards, flower-beds, grass-plots.**
- 4. Advertising device after p.1 distinguishing by a reflective substrate which may present any structural elements of building objects, for ex. windows, doors, arches, gates, sections of fence.**
- 5. Advertising device after p.1 distinguishing by a reflective substrate which represents an object of small architecture, for ex. basin, advertising post or poster.**
- 6. Advertising device after p.1 distinguishing by a reflective substrate which may present an object of graphic arts, for ex. leaflet, placard, advertisement, postcard, booklet, calendar.**
- 7. Advertising device after p.1 distinguishing by a reflective substrate which may present any of the Identification or Individualization means, for ex. information**

cards of different materials among them plastic bank cards, visiting cards, lottery tickets.

8. Advertising device after p.1 distinguishing by a reflective substrate which may present packing products, for ex. packing paper, packets, bags, boxes, big and small bottles.

9. Advertising device after p.1 distinguishing by a reflective substrate which may present decorative elements of clothes and head dresses, jewelry and bijouterie, for ex. buttons, pendants, earrings, bracelets, rings, crowns, diadems.

10. Advertising device after p.1 distinguishing by a reflective substrate which may present the articles of domestic utensils and implements, for ex. crockery, towels, carpets, blankets.

11. Advertising device after p.1 distinguishing by a reflective substrate which may present the appliances of exterior observation or exterior mounting, for ex. weather-cocks, clocks, locators, dish aerals.

12. Advertising device after p.1 distinguishing by a reflective surface of substrate which is executed as capable to create the genuine reflection of customer.

13. Advertising device after p.1 distinguishing by a reflective surface of substrate which is executed as capable to create a comic image of customer.

14. Advertising device after p.1 distinguishing by presence of recording and replaying audio units in it's structure.

15. Advertising device after p.p.13,14 distinguishing by presence of video unit included in it's structure to record and display the customer reflection or his comic image

16. Advertising device after p.p.13,14 distinguishing by presence of photographic appliances and camera included in it's structure to take photos of a customer and his (her) comic image.
17. Advertising device after p.16 distinguishing by fitting of video recording block into reflective substrate.
18. Advertising device after p.16 distinguishing by fitting of photo camera into reflective substrate.
19. Advertising device after any of p.p. 13, 15 - 18 distinguishing by adjustment of audio, video and photo equipment for automatic start according to specific parameters.
20. Advertising device after p.19 distinguishing by the specific parameter which is a level of sound, for ex. of laugh.
21. Advertising device after p.19 distinguishing by the specific parameter which is a leg of time.
22. Advertising device after p.19 distinguishing by the specific parameter which is an apparition of customer in a spot where his genuine or comic depiction becomes possible.

SUMMARY**ADVERTISING DEVICE**

Invention is related to advertising means and designed to attract the attention of potential buyers and consumers of services to the goods of different manufacturers, producers of goods and wares and organizations which render a variety of services to the population.

Technical aim of this invention is to create a new advertising device which possess of high efficiency, attractiveness, high degree of comic perception of advertising and new remindful methods to bring an advertising information to customers and. can be installed anywhere.

This technical aim is attained by means of the advertising device which is placed in any point of customer (1) field of vision and comprises a reflective substrate made, according to the invention, in form of advertising symbols (3), the facilities for their distinction by contrast (4) which are disposed on the contours of these symbols and may be realized as methods of their presentation to customers and such matters as light, color and medium or as any combination of these methods and matters.

Advertising symbols (3) can have a view of any trade mark or any element of it being represented by any combination of textual, digital or graphical forms or executed as images of products or an object thematically related to them.

Reflective substrate (2) may present articles of florists, structural elements of building objects, articles of graphic arts, identification and individualization means, packing products, decorative elements of clothes and head dresses, jewelry and

bijouterie, articles of domestic utensils and implements, appliances of exterior observation or exterior mountings etc.

In the structure of claimed device one may include a recording audio player (5).

Reflecting surface of the substrate (2) may be executed as creating a reflection (6) of a customer (1) or his comic image (7) or lack of reflection part.

In the structure of device one may include a video unit (8) which records and displays the genuine reflection (6) or comic image (7) of a customer (1) as well as photographic appliances (9) to take photos of customers (1) or their genuine (6) reflection and comic image (7).

Recording block of video unit (8) can be mounted into reflective substrate (2).

Camera (9) can be also mounted into reflective substrate (2).

Appliances (5), (8), (9) for audio and video recording and taking photos may be adjusted for automatic start on attaining specific parameters which may be:

- level of sound, for ex. of laugh,
- lag of time,
- apparition of customer in a spot where his (her) genuine reflection (6) or comic image(7) become possible.

22 claims, 1 ill.

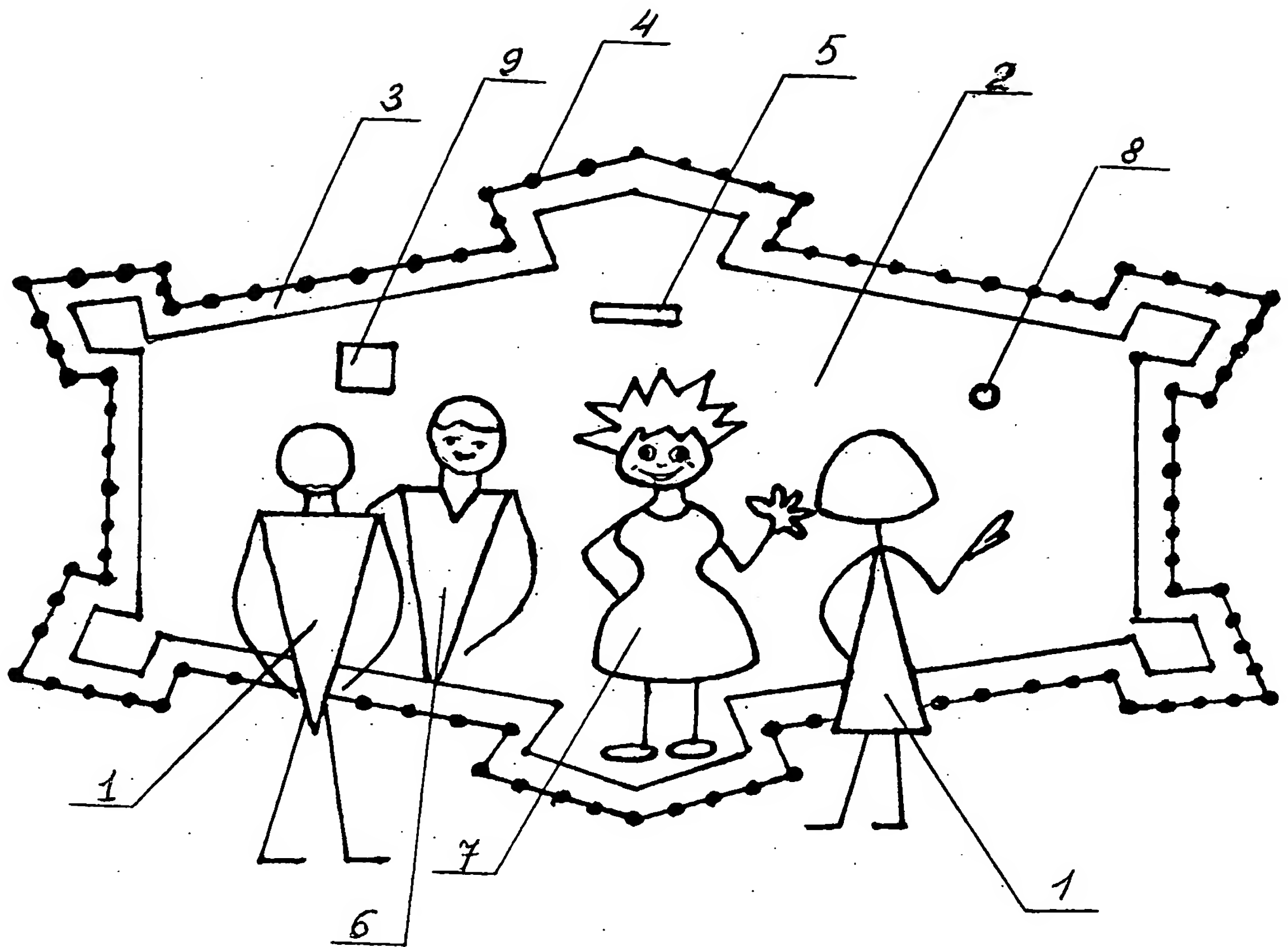


FIG. 1